

The Cefn, Cefn Mawr & Sustainable Development



CYNNAL | SUSTAIN
CYMRU | WALES

There are many publications now available on Sustainable Development that support all our proposals for The Cefn & Cefn Mawr at the centre of the World Heritage Site.

The Sustainable Development Charter

The Future Generations Act 2015

The Welsh Planning Policy 2016

The Welsh Spatial Policy 2008

The Active Travel Wales Act 2013

It would appear that we have been working on parallel courses and it is only in the last 2 years that the PKC Group became aware of the Sustainable Development Charter (oops we are learning) mainly through research and reading the LDP2 proposed by WCBC which we support and make active contribution towards on behalf of our community.

Although being essentially good the above only give guide lines and do not specify how to actually achieve the desired goals. Where as in Cefn Mawr we have completed the next step and this presentation provides an outline of how goals can be implemented in our community over the planned period of the LDP2.

First Steps

Connecting Cefn Mawr & the Aqueduct in practical & meaningful ways:

- Windborne Gateway Interchange (WBG)
- Jessop's Tramway (JT)
- The Ebenezer?
- Tourist Information Brown & White Signage on our main roads

This is being supported by the community enhancement package that the CRP team are putting together and an update by DVT later.

And all this constitutes the “Back to the Future for Cefn Mawr” campaign.



Cefn Mawr & the Aqueduct

Annual Tourist Count: Cefn Mawr Village Centre 1000 or less, Aqueduct +200,000

This division and inequality in our community needs to be corrected.

- **The Trevor Basin and Pontcysyllte Aqueduct** is currently not fulfilling its potential – something recognised largely in its **Tourism Development Plan**. Site improvement work is in evidence. However, aside from the WHS status and initial wow factor of the Aqueduct, product depth is currently relatively limited with few commercial opportunities. Dwell time could be as little as a quarter of an hour or the best part of a day. **A guess at an average would be approximately half an hour to an hour.** There are a number of issues:
 - *Poor road signing. While accepting the capacity of the site is limited, WoB signing is primarily about traffic management (not advertising) and, in this sense, signing is inadequate.*
 - *Site capacity (in terms of parking) is an issue and there are some management issues (toilets, litter) to address.*
 - *There is a confusion of styles and content among information signs (the Dee valley Tour, in particular, does not work well in isolation). The WHS status is not currently particularly prominent*
 - **Connections** to other areas (such as Ty Mawr Country Park and Cefn Mawr) are poor and the Flexys site is a major eyesore.

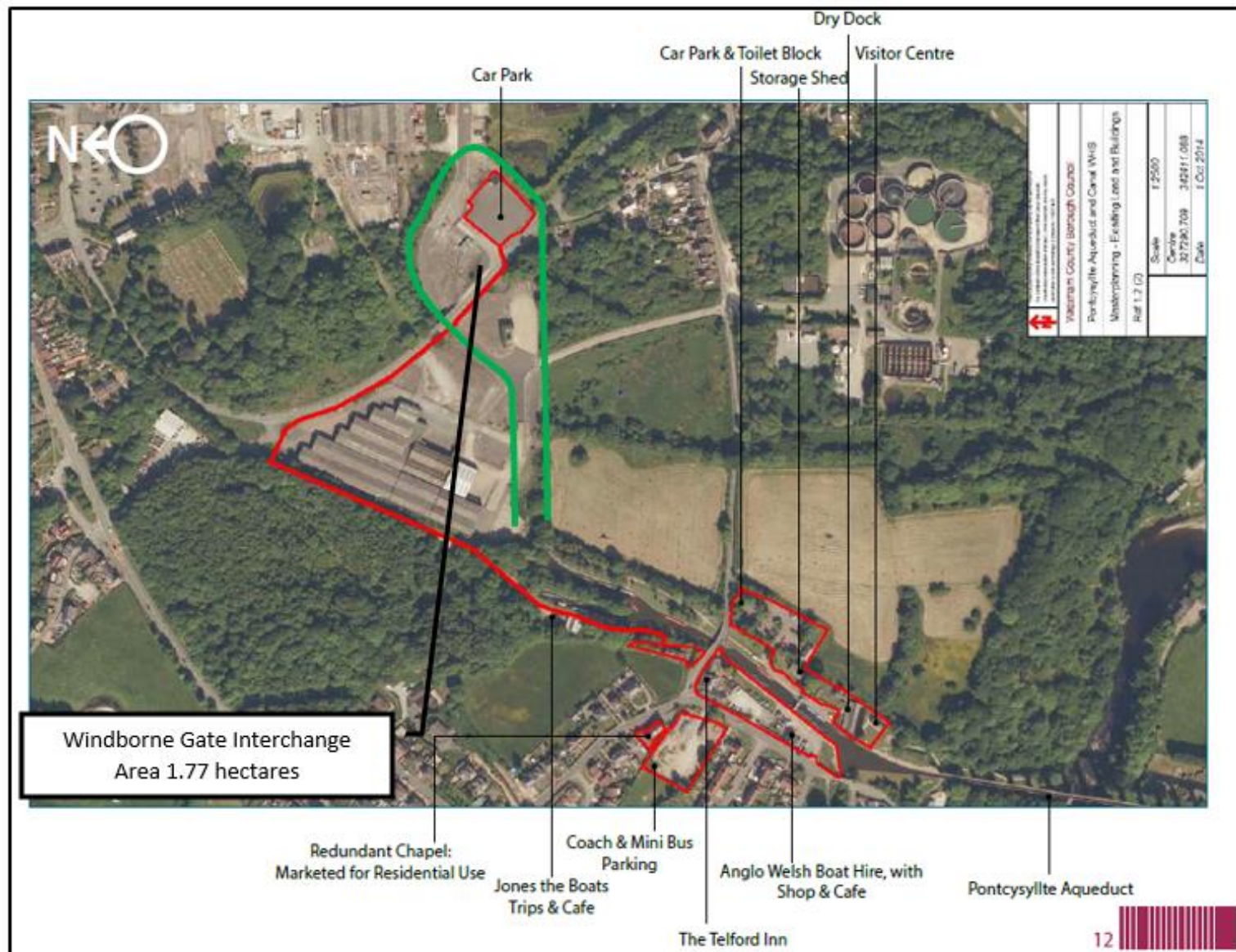
Extract taken from WCBC DMP 2012 / 2017

Also note the reference “The Trevor Basin and Pontcysyllte Aqueduct”, this is a recent term since UNESCO Inscription as it used to be Cefn Mawr & the Aqueduct

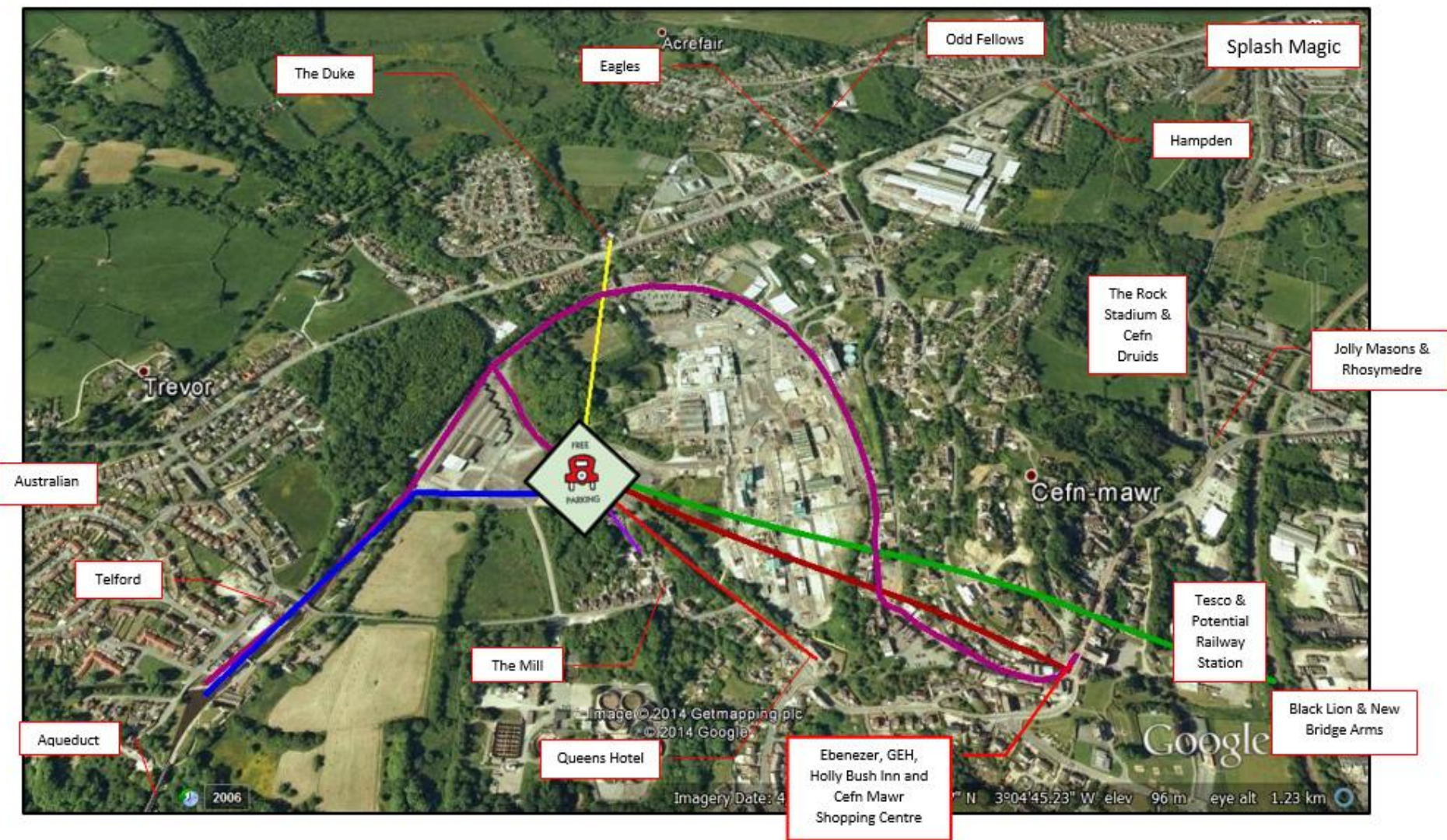


Windborne Gateway Interchange (WBG) Current Situation.

Please note there are some very negative aspects to both Reads Yard and Trevor Basin
Parking lots not shown as a part of this presentation, please see Windborne Gateway Interchange Concept
Document for more information on these.



WBG Capacity Enlargement



Windborne Gateway Interchange (WBG) Central Location



The Mill Inn where William Merlin Hazeldine once lived



The Queens Hotel in Cefn Mawr where the Plas Kynaston Canal ran to.



The Jolly Masons in Rhosymedre



The Eagles Inn, a famous local land mark, Acrefair



The Duke of Wellington Acrefair

www.pkcgroup.wales



The Oddfellows Arms Acrefair



The Hampden Arms, Acrefiar

www.pkcgroupp.wales



The Black Lion Cefn Bycan



The New Bridge Arms, Newbridge

www.pkcgroup.wales



The Aqueduct Inn, Froncysyllte



The Telford Inn, Trevor

www.pkcgroupp.wales



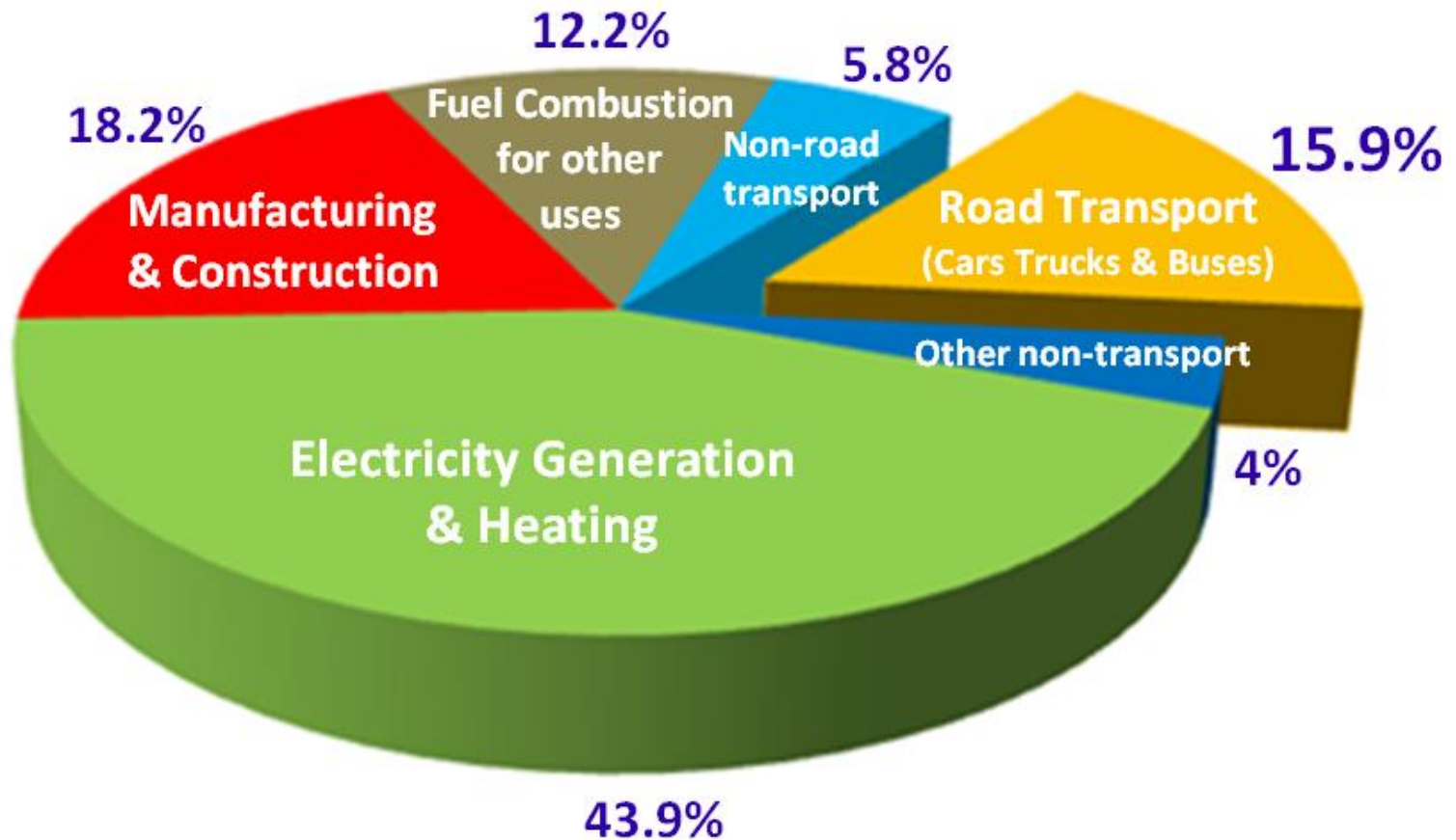
The Old Vaults Cefn Mawr Chinese takeaway for sale, a sign of the times?



The George Edwards Hall Cefn Mawr



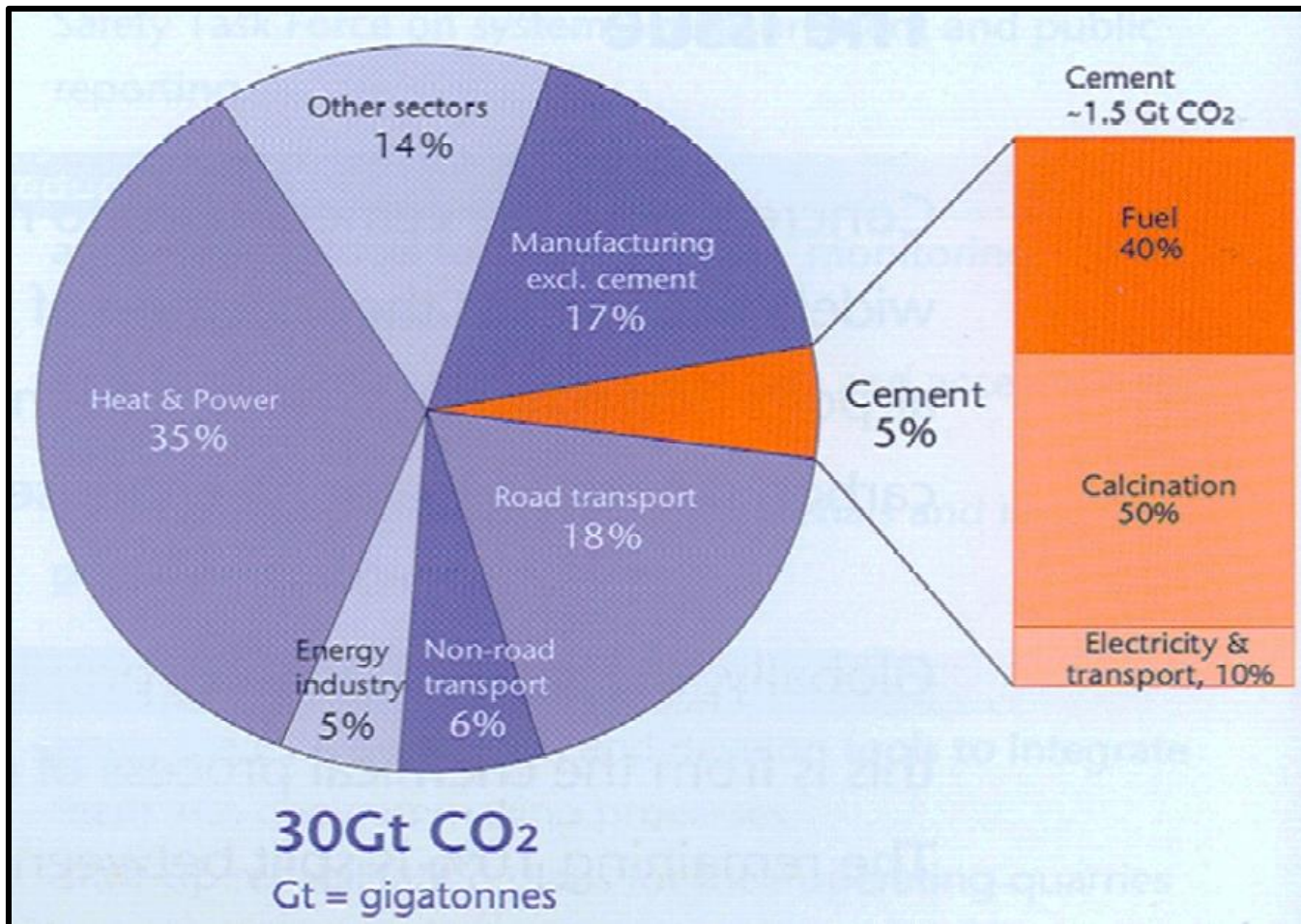
Encouraging people to explore the wider area of the Cefn & Cefn Mawr instead of driving off means less of this.



A reduction in CO2 Emission through longer dwell times contributes towards the WAG Goal of a more Globally Responsible Wales at a World Heritage Site.



WBG Reuses a Brownfield Site that is virtually ready to go and therefore saves on construction costs of new parking facilities and this again contributes to a Globally Responsible Wales through further CO2 reduction.



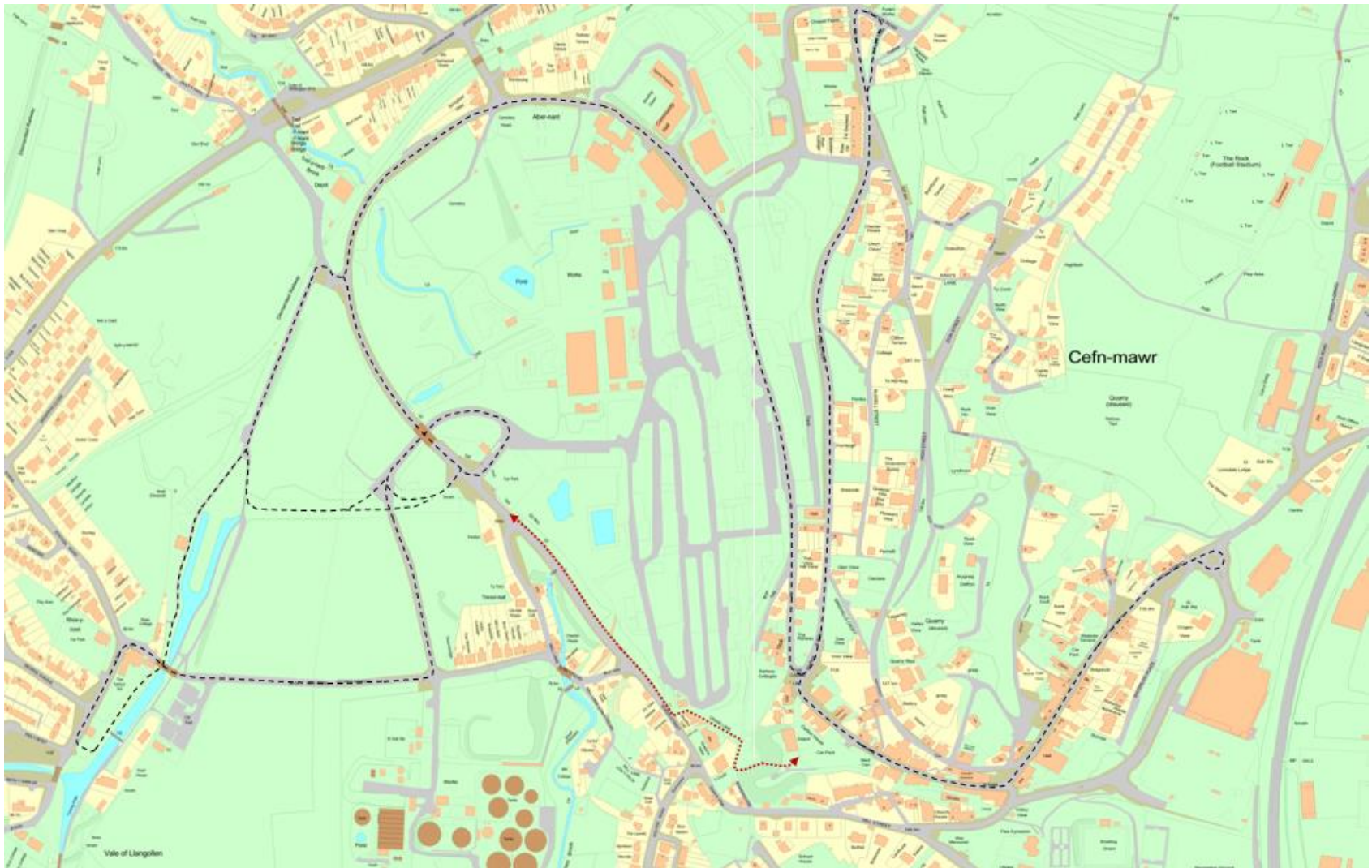
Please note that this percentage figure shown here is for world cement production, and to build a new car park as promoted by WCBC this would also then involve CO2 production from the Non-road and Road Transport Sectors as well. So reusing the WBG Brownfield site saves on all three and is Globally Responsible.



The Holly Bush Inn at the centre of Cefn Mawr built 1800 refurbished 2013 -2016 needs more customers as does our village, we are trying to build a cohesive community that works well together, try asking our people, we do.



Cefn Mawr needs customers and reconnecting to the aqueduct and 200,000 potential customers will lead to a more prosperous economy and a reduction of the inequality between the Cefn & Cefn Mawr and the WHS Corridor.



Jessop's Tramway connecting Cefn Mawr, the Aqueduct and Windborne Gateway Interchange and other possible routes that are suitable for horse drawn hackney carriage service in our local area.



Jessop's Tramway (JT) & Crane Street Cefn Mawr 1900



Jessop's Tramway (JT) & Crane Street Cefn Mawr 2016



The 300mts of JT (2012) to be reopen as a limited byway for pedestrians, cyclists and horse drawn vehicles, again we are reusing a Brownfield site that minimises CO2 emission while promoting the local economy and a Healthier Wales.

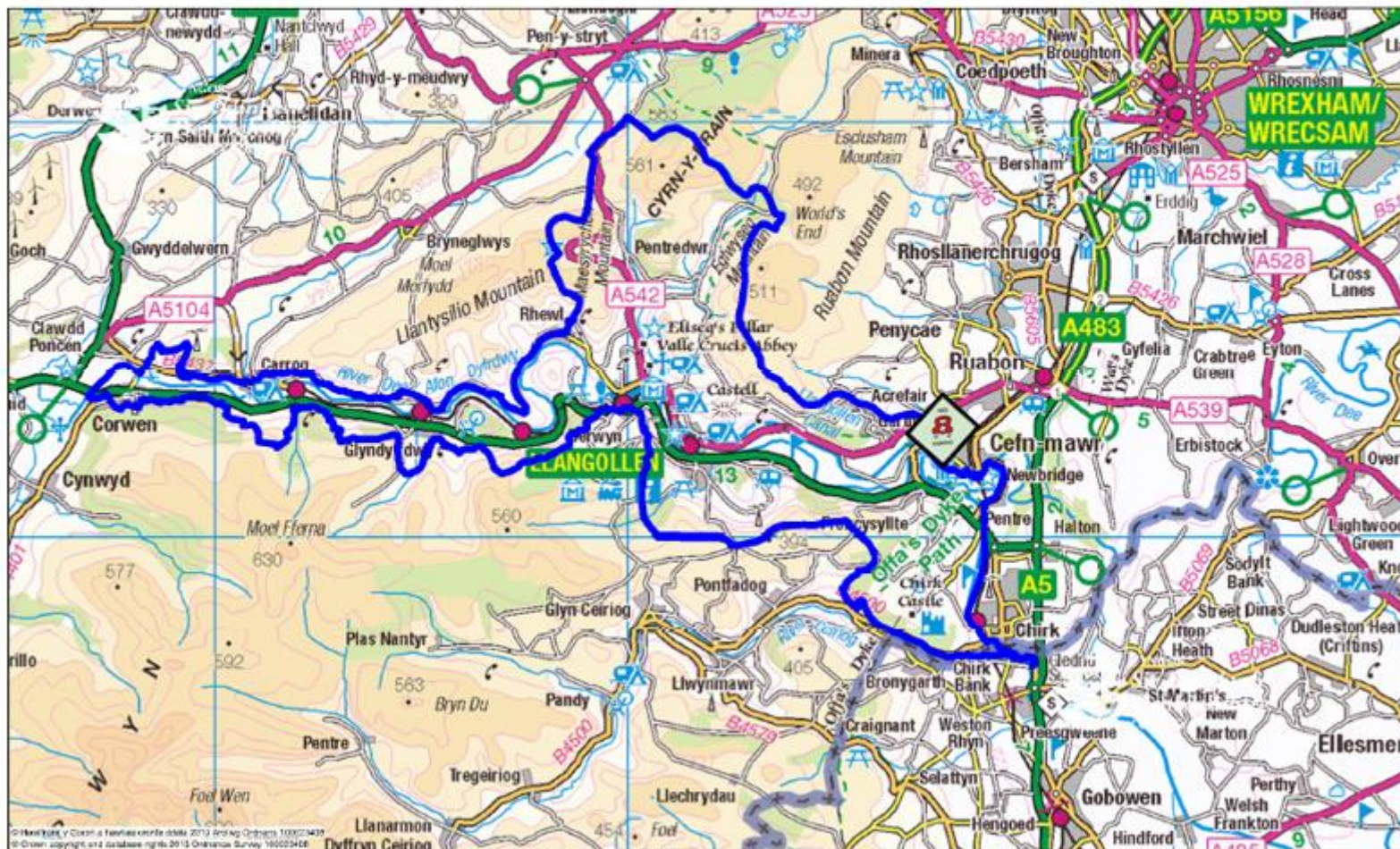


JT seen from the opposite end post site clearance in 2015 leading to Cefn Mawr



Scale: 1: 85000
Date: 29/05/2015
Map Sheet: SJ2142NE

Our Picturesque Landscape Project Area



Cefn Mawr, the Dee Valley AONB and a Healthier Wales



| Allwedd | Key |
|-------------------------------------|---|
| Llywyli Cerediarthol Clawdd Offa |  Offa's Dyke Path National Trail |
| Clawdd Offa - olwyn y clawdd |  Main Road - remains of earthworks |
| (mewn muntro yn uwg) |  (not continuous) |
| Casglian Gweso |  Tourist Information Centre |
| Pwll Rhydd |  Main Road |
| Y Rhi |  Border |
| Rheilffordd |  Railway Line |
| Ardal yn Hardreth Natural Ethriadol |  Areas of Outstanding Natural Beauty |
| Parc Cerediarthol |  National Park |



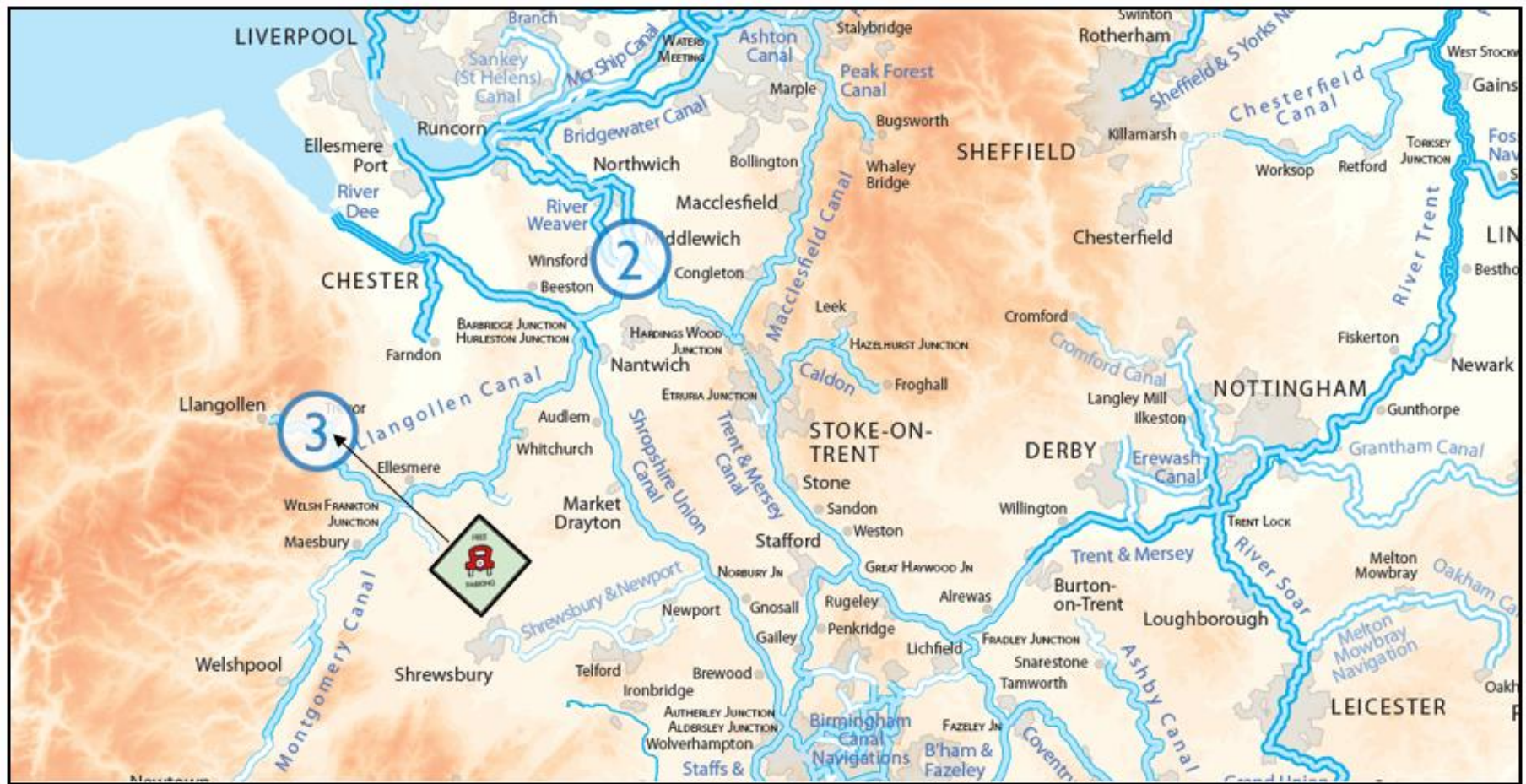
www.pkcgroup.wales



Cycling routes from the Sustrans route map tying in with the Llangollen Canal and please note the addition of Jessop's Tramway route in black dotted line which will prove very popular with cyclists because of the gradients.



Wrexham Café Hoppers outside the Holly Bush Inn Cefn Mawr in 2013 before the start of renovation works, a Healthier Wales.



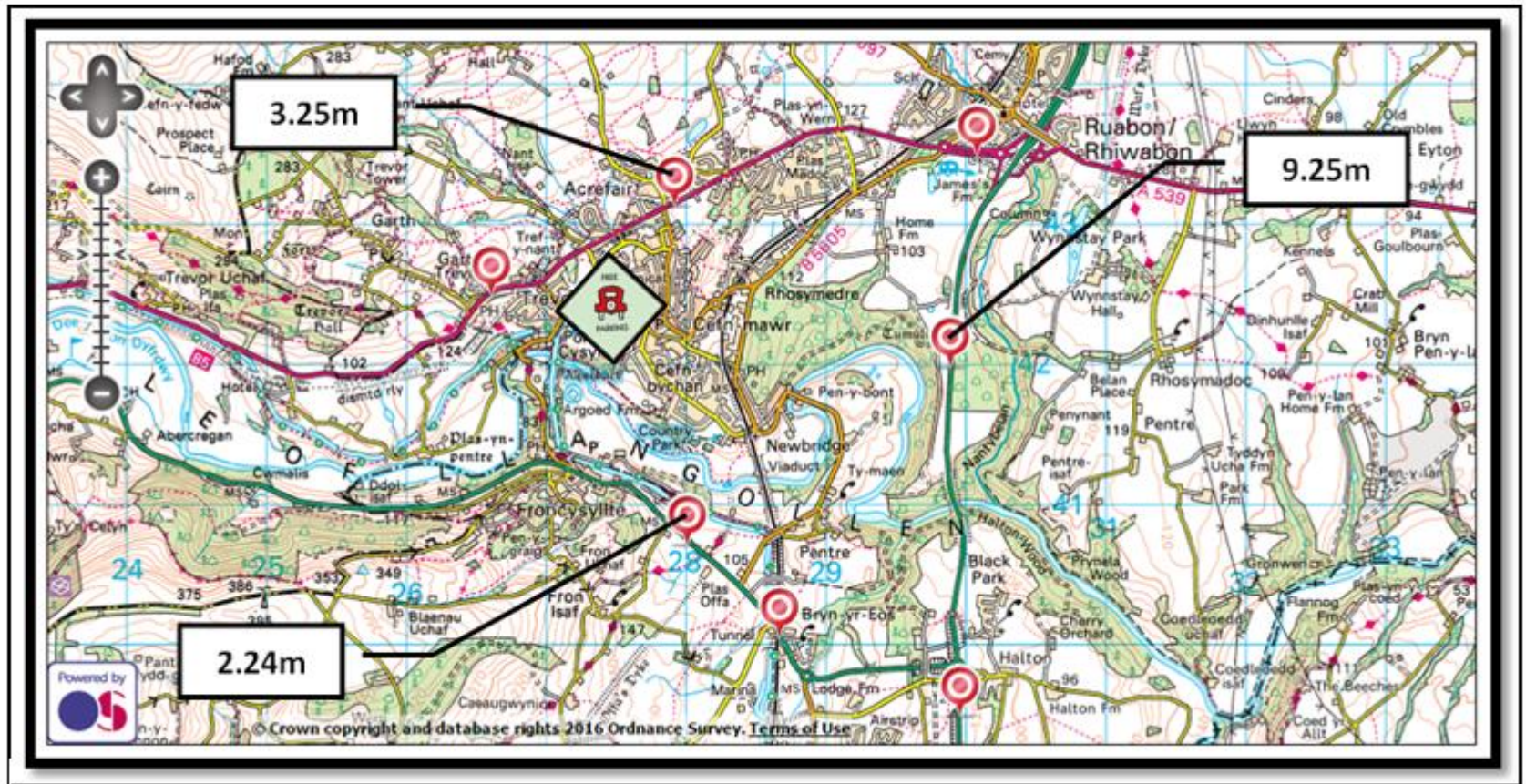
Cefn Mawr, the Plas Kynaston Canal and the Inland Waterway Network and a Healthier Wales both for personal health and the Health of the Environment, i.e. a Blue Green Eco System for our community that will encourage bio diversity.

TO LET

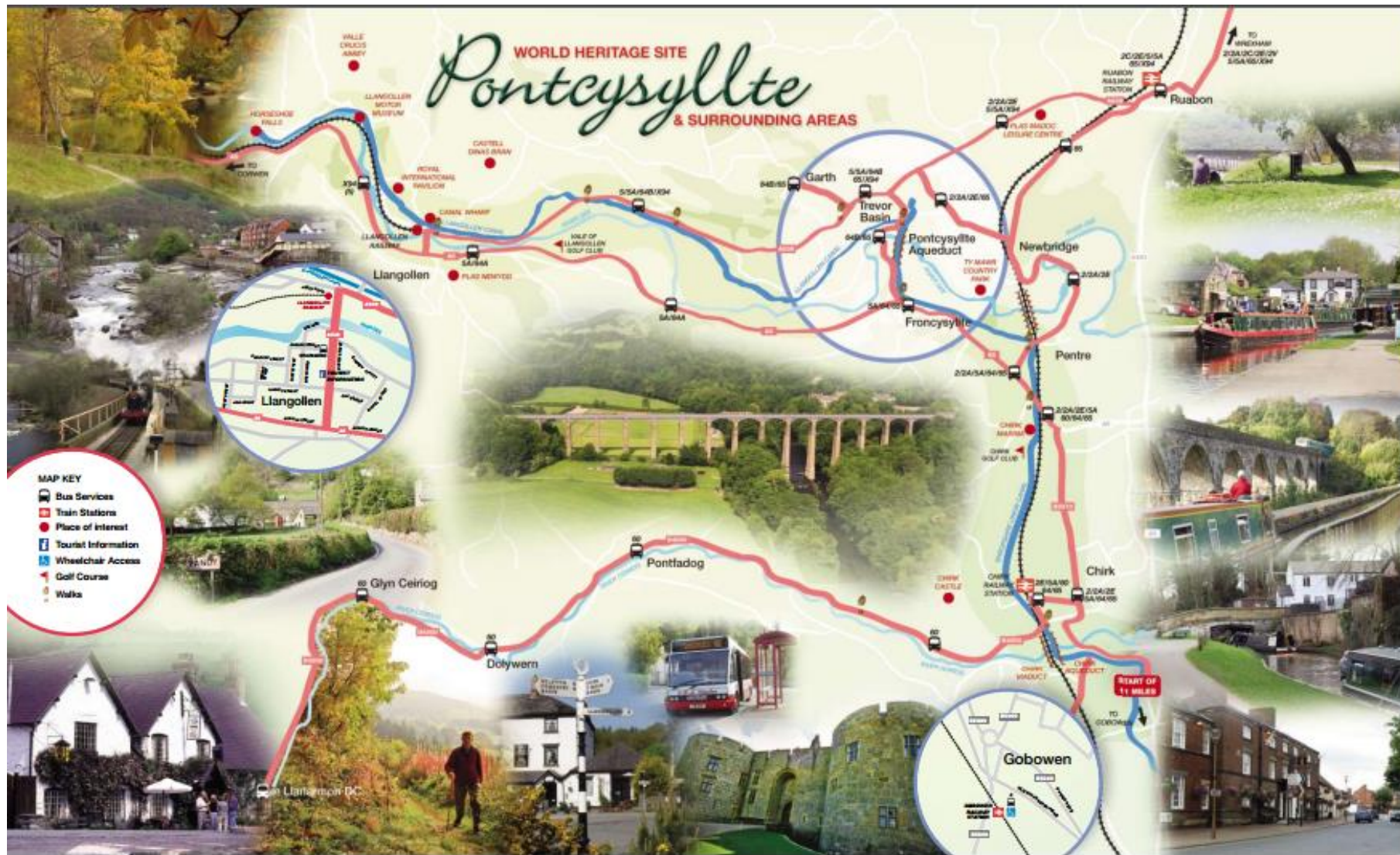


Ebenezer Chapel
Crane Street, Cefn Mawr LL14 3AB

The PKC Group would like to see this used as a Tourist & Visitor Centre for the Pontcysyllte World Heritage Site but have experienced opposition from WCBC on this?



The road traffic volume passing the Cefn & Cefn Mawr is very substantial at over 14 million vehicles annually, so there is plenty of opportunity to increase the number of visitors to both the Aqueduct and Cefn Mawr and encourage them to stay longer and reduce the overall CO2 emissions.



However to do this effectively we need to get Cefn Mawr on the tourist map.

Please note that Cefn Mawr is not marked on this map of the Pontcysyllte World Heritage Site, and unfortunately this is not the only example.



Here again Cefn Mawr is not signed despite lying between Ty Mawr Country Park and the Aqueduct.

Cefn Mawr is the worst signed village in the whole of the WHS corridor despite being the largest. Please see the document “Where is Cefn Mawr” for more information.

This needs to be addressed as we have been asking for, for the last SIX YEARS.



WCBC tell us because the tourist count is so low in Cefn Mawr we cannot have Tourist Information Signs. However we say we need a cohesive community and our sign would read:

Cefn Mawr Heritage Village:

- Pontcysyllte Aqueduct (200,000)
- Plas Madoc Leisure Centre (400,000)
- Ty Mawr Country Park (60,000)
- World Heritage Site Visitor Centre
- Cefn Community Museum
- WHS Cartographic Museum
- Cefn Druids Football Club (5,000)

Please note the combined score here then equates to 665,000 which easily exceeds the Visit Wales criteria which WCBC use as a reason why Cefn Mawr can not have tourist information signage. This segregation and exclusion must stop.



Cefn Mawr & the Aqueduct before UNESCO Inscription and it is only since such that the idea that they are separate areas has been promoted. This is not community cohesion and has to stop. We need to develop the whole area on a sustainable basis that will help support our community in accordance with WPP, not exclude it. Tourist count 200,000.

www.pkcgroup.wales



T204
Sports centre

On the Brown & White Tourist Information Signage Scheme we are working on we will promote the whole area including Plas Madoc Leisure Centre as well as the Heritage Village of Cefn Mawr and the Aqueduct. Visitor count 400,000

www.pkcgroupp.wales



T160
Swimming pool or
indoor water sports centre



T138
Football ground

Cefn Druids the oldest Football Club in Wales at their Rock Stadium ground, spectator count at present with poor main road signage 5000.



T138
Football ground

And we actively support our local football teams such as Cefn Albion

www.pkcgroup.wales



T112
Country park

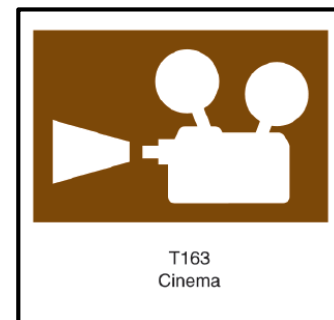
Ty Mawr Country Park visitor count 60,000 annually

www.pkcgroup.wales



The George Edwards Hall and the Cefn Community Museum & Cinema?

www.pkcgroup.wales



A PLAN of a
RAIL ROAD,
 from
RUABON BROOK, through the several COLLIERIES,
 to the **ELLES-MERE CANAL** near the North End
 of the
AQUEDUCT of PONTCYSYLTE;
of a Navigable Water Sine, or Feeder,
 from thence under Trevor LIME ROCKS, and near the
 Oernant SLATE QUARRIES
 to the **RIVER DEE,** near Llandisilio,
 all in the
COUNTY OF DENBIGH.
 1803.



A PLAN
 of part of **BALA POOL**, with the
RIVERS DEE (and) TREWERN;
 shewing the Cuts proposed to be made by the
ELLES-MERE CANAL COMPANY,
 in the Parishes of
LLANECYL and LLANFAWR,
 in the County of
MERIONETH.

Scale of Chains.

— Canal already made
 — Proposed navigable water line or feeder
 — Proposed Rail Road

The Water in the 17th Station was by Banks
 below the North-west, and the surface of
 the adjoining Hills is many feet higher
 as marked than the Water in the River on
 the above Date.



The PKC Group would like to run a Cartographic Museum for the Pontcysyllte World Heritage Site in the Holly Bush Inn but there is no point unless we can get the foot fall right and this needs signage.

www.pkcgroup.wales

For a full picture of the chronic situation regarding signage and promotion of Cefn Mawr in the tourism sector as of 2016 please see our publication:

[“Where is Cefn Mawr”](#)

Second Stage Sustainable Development

Once the first steps have been made in our campaign of “Back to the Future for Cefn Mawr” and Cefn Mawr is included in the WHS rather than excluded as shown in the previous slides we can turn the economy of our community around from post industrial depression to Sustainable Tourism Development.

This will foster growth in our economy which will in the due course of time allow us to progress to long term projects that combine with Sustainable Tourism Development and further the goals of the Welsh Assembly Government in practical terms with implementation of the Future Generations Act.



The Age of the Train is coming again



A railway station at Cefn Mawr will set our community up as a Tourist Destination and Transport Hub for the Pontcysyllte WHS, Dee Valley & South Wrexham.



A railway station between Tesco and the Rhosymedre Industrial Estate will have a number of advantages:

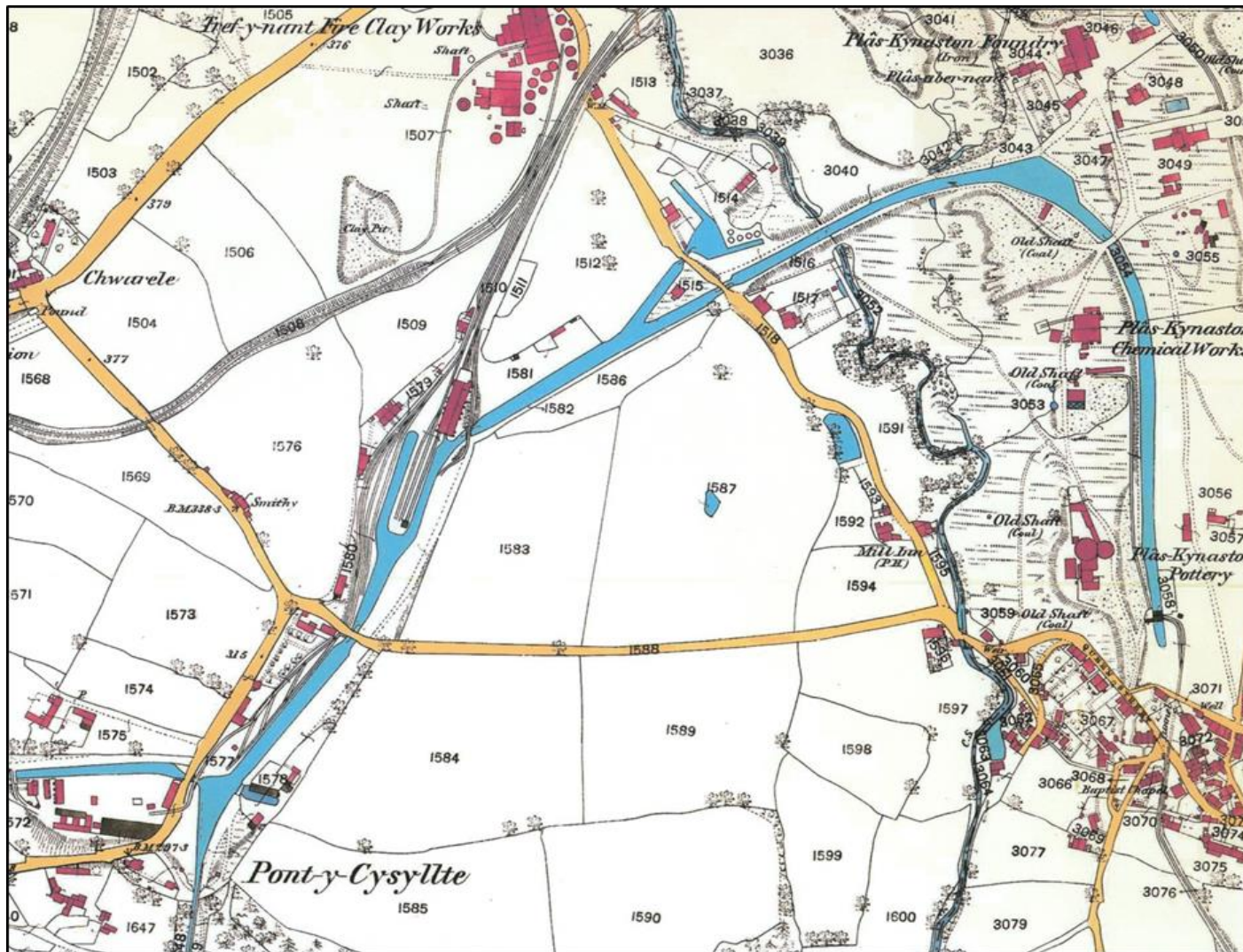
- Central to and within walking and cycling distance of the second largest community in Wrexham.
- Cefn Mawr will become a Rural / Urban Public Transport Hub.
- Will support the retail sector of Cefn Mawr.
- Will support and encourage inward investment on the Rhosymedre Industrial Estate
- Will therefore support further Economic Recovery of Cefn Mawr beyond just tourism.
- Will encourage more people to use public transport as opposed to the private car.



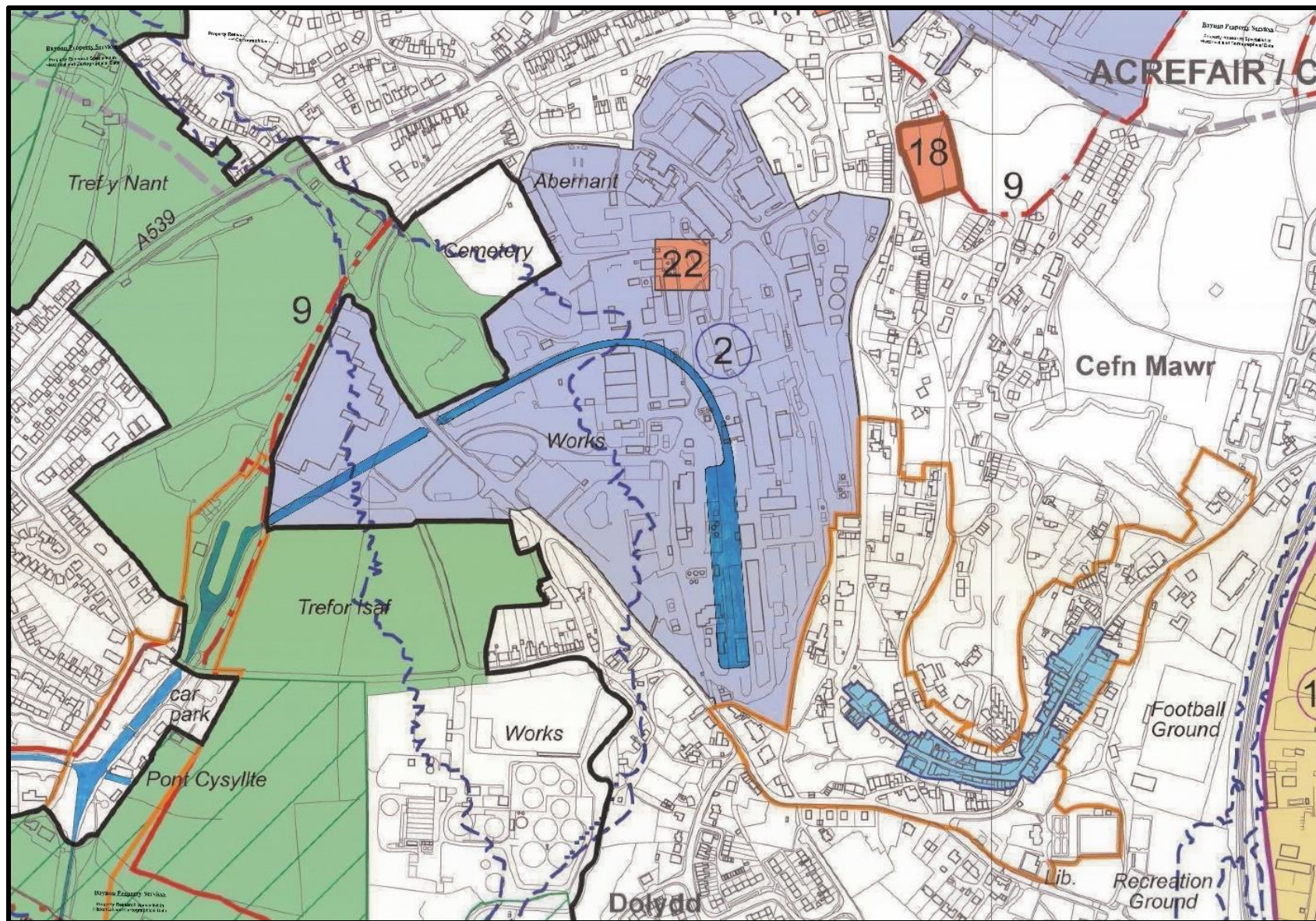
To reduce CO2 and get people to use public transport we have to make it viable and a railway station at Cefn Mawr next to Tesco will do this



A very worthwhile idea promoted by Cefn Community Council is for a new Health Centre at the old Co-Op Supermarket site. Again this would be central to our community and within walking and cycling distance of most. Furthermore it would be a short walk from Cefn Railway Station and bus terminus enabling a much wider audience than just Cefn Mawr to be served via public transport.



Full reinstatement of the Plas Kynaston Canal all the way to the
Queens Hotel in Cefn Mawr.



The Plas Kynaston Canal & Marina and Cefn Mawr



The ex-Monsanto site where the Plas Kynaston Canal terminates 2016



The ex-Monsanto Chemical Works site now owned by Eastman Chemicals represents a significant challenge. However with the correct application this challenge can be turned around. The PKC Group seek to work with both Eastman's, WCBC and others on this issue. We are making efforts as we have previously to find solutions, and one such consideration at present is Green Chemistry where selected plants are used to break down contaminants. This offers potential on site solutions which coordinate with Welsh Planning Policy.



Full reinstatement of the canal will ensure successful Sustainable Tourism development for our community for generations to come and will provide a Blue Green Eco system for our people which will help mitigate climate change.

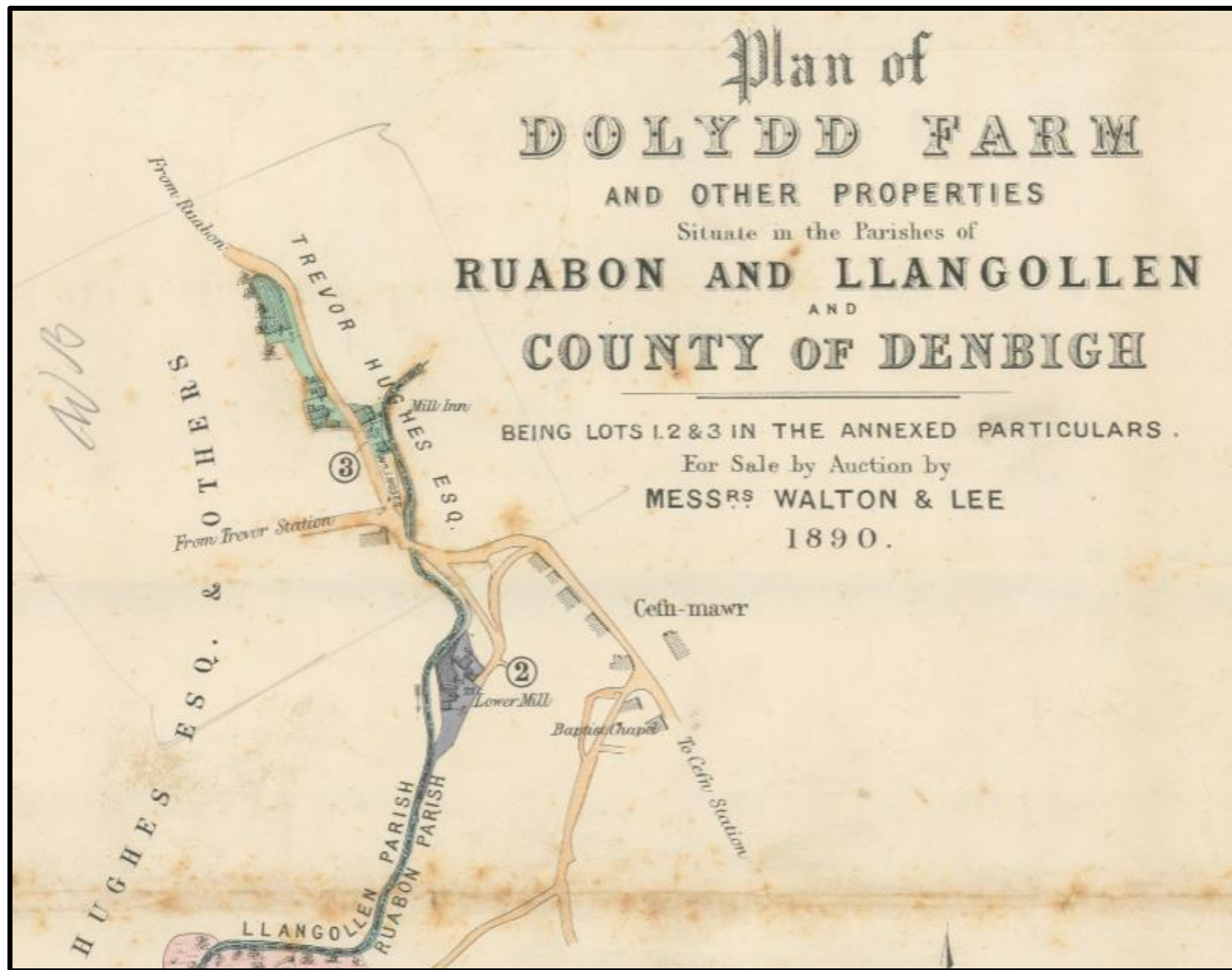


Micro Hydro Electric Generation has good possibilities around The Cefn and Cefn Mawr due to the topography, i.e. streams rivers and hills.

The prime sites have been previously explored and all we have to do identify a lot of these is consult the old maps of the area. The PKC Group has the worlds finest collection of these.



Please note this is in Japan not Cefn Mawr



Two more old mills on Tref-y-nant Brook



The ex-Monsanto pumping station could be reused as a small hydro electric scheme.

For further reference on this and the practical application of sustainable development for Cefn Mawr in accordance with Welsh Planning Policy please see:

Cefn Mawr and the Planning Policy for Wales 2016